FEDERAL CITY PERFORMING ARTS ASSOCIATION, INC.

Minutes
Board of Directors
6 April 1986, 1:00 P.M.
Kremer residence.

Present:		Also present:	Absent:
Bernhardt	Rettenmaier	Rosendall	Doss
Bohn	Reynolds	Trinkley	Sabacek
Bowen	Sumner		Venema
Herman	Ziskind	Also present:	
Kremer		Boykin	
Maddox		Webb	

Call to Order: 1:05 P.M. by VP HERMAN.

I. MINUTES:

Minutes of the March meeting of the Board of Directors are amemded by addition to Section IV to read:

REYNOLDS Suggested adding flying microphones whenever possible/ VAN LUYN has discussed this with Gerald LEWIS. LEWIS will not be available for recording until just before the concert.

ZISKIND Moved that the minutes be accempted as amended. **CARRIED**

II. TREASURER'S REPORT:

SUMNER One-half of the DC Commission on the Arts grant has been received.
ZISKIND A lump-sum payment for airfare is due in May.
MADDOX Requested treasurer's reports for the rehearsal weekend.

III. MUSIC DIVISION:

TRINKLEY Requested concert tapes for March Concert ASAP, citing the morale boost of early delivery.
BOWEN Requested meeting with TRINKLEY and SISSON next week.
TRINKLEY Will announce pop-pieces with MME. FORRESTER next week; there will be 3 or 4 pieces.
Would like to meet with Repertoire Advisory Committee to finalize Minneapolis concert.

IV. FUND RAISING:

SUMNER — No new members to Capital Club.
Capital Club membership meeting is scheduled for 14MAY.
Capital Club newsletter has been launched.
Donor records are up-to-date.
March program ads have been billed.
$3750. of grant has been received; documentation of expenses is required from GMCW. We will apply for for further disbursal of funds.
Sabacek annual fund-raiser secheuled for 25MAY.
Guerrant-Holloway recital scheduled for 10JUN at Levine
Fund-raiser at Friends is in process.
Special corporate fund-raiser for Kennedy Center will be launched; this in in lieu of advertizing.
Major corporate sponsor has been unsuccessful. Closed.
Reviewed direct-mail campaign.

MADDOX — A fund-raising appeal in addition to concert flyer seems to request a "bail-out". Please write something that doesn't sound as though we are begging.

SUMNER — Wants, primarily, to call attention to "donation" line on the brochure.
Will proceed with drafting a letter as planned and will meet with production, PR and publications.

HERMAN — Why would insert not go to entire mailing list?

ZISKIND — Reviewed mailing procedures.

MADDOX — Requested insert to flyer.

BERNHARDT — Requested patron listings in concert program, as a special listing.

ROSENDALL — This would require a special mailing.

HERMAN — Tie it in with early ticket requests.

ROSENDALL — Press deadline is about 1 JUN.

IV. PRODUCTION:

MADDOX — Production meeting reviewed budget figures.
Re-scaled house--increasing $20. seats and decreasing the $15 seats.
$250. of Producer's Fund was committed to media consultation.
80% of seats is break-even point.

ZISKIND — What of inflation of the budget?

MADDOX — Looked to maximizing resources.
Radio spots and posters were discussed.

[Test 1-minute radio spot from WGMS was heard.]

RETTENMAIER — Questioned increasing the number of slots, with 30-second slots.

BOHN — Liked the one-minute slot.

MADDOX — Direct mail is our best expenditure of funds.

SUMNER — What are the financial consequences of cancelling MME. FORRESTER, or of cancelling the Concert?

MADDOX — There is <u>no</u> cancellation provision. MME FORRESTER still gets $7.K.

BOARD: — The guaranteed loss with a cancellation is greater than taking chances with production.

HERMAN — We must sell the entire program to the membership.

MADDOX — Spoke of the concerns of membership.

REYNOLDS — Addressed the subject of motivation of members.

MADDOX — We should look to commonality in the Chorus.

[Secretary received the uninstructed proxy of MADDOX, to be exercised by BOHEN.] [MADDOX departed for work.]

BOHN Spoke of the maturity of the Chorus, goals of musical achievement, goal as a musical element of the city. Can we be every thing to every one; and does this work?

TRINKLEY Each concert expresses our goals. Proficient musicianship and balanced programs.

V. BUSINESS:

BERNHARDT Requires all budget statements by the end of the week; will contact each individual for same.

SUMNER First draft of the budget is due 1-week prior to the Board meeting.

BERNHARDT New chart of accounts is to come.

VI. MEMBERSHIP:

RETTENMAIER Discussed post-concert party.

ROSENDALL Presented Fitch, Fox & Brown porposal.

BOARD: Discussed transportation, registration and lodging for musicians and director at Minneapolis.

BOWEN Moved that transportation (airfare) be paid for HOLLOWAY, and that transportation (airfare), registration (for conference), and lodging (during conference) by paid for TRINKLEY.
CARRIED

REYNOLDS Reviewed progress on new shirt for Chorus--is seeking other bids and definite costs on embroidery.

RETTENMAIER Reviewed membership commitments to sing, travel, etc. at GALA Festival II; we will be taking ca. 80 singing members.

BREAK--

VII. THE JUNE CONCERT:

BOWEN Re-capped previous discussions:

- Cost to cancel $10+K.
- Re-aligned house adds ca. $4K to ticket revenue.
- 9 proposed radio spots on WGMS.
- Listing advertizers in program.
- Listing donors in program.
- Begin pitch for donations.
- Promotion costs are less per-seat for June.
- Piggy-back mailing with Lambda Rising.

WEBB	Expressed concerns: Can we get out of this? Important to sell membership on the concert. This is not like any other concert; we need to know more. There must be a new campaign. Concert must be both a financial and an artistic success. We must get a feel for ticket sales from the organization Announce ticket price-range ASAP--so members can sell. Proposed a committee to spear-head sales.
BOYKIN	This is our Fifth Anniversary--a Celebration
ROSENDALL	We are not going to be a back-up group to MME.
	FORRESTER; we will have the pride of a first-class performance at the Kennedy Center.
	This is an opportunity to make a statement.
	We should stress the celebrational aspects.
BOWEN	How does one develop the necessary excitement of a five-year celebration?
REYNOLDS	By lookingh forward.
ZISKIND	Thanked WEBB and BOYKIN for their interest, and for expressing their interests and concerns to the Board.
	Stated that we are calculating the risks, this time.
WEBB	The <u>event</u> is the thing that has to be sold, <u>now</u>!
SUMNER	Keep the Chorus to the fore; all the rest is supporting.
BOWEN	Requested that speeches <u>not</u> be made at concert.
	We need to generate excitement.
ROSENDALL	We need to get more information to Hot Flashes.
BOYKIN	Negativity already exists.
	Volunteered his services to make this production/ operation a success. Asked to be told what he could do to assist
WEBB	Summarized his statements.
	Requested concert-oriented summaries for "HF"-- especially of the dollars and cents of the concert.
	Membership needs to do a better job of selling **themselves.**
	Address the general morale problem.
	Members need to receive positive feedback.
SUMNER	Get the personal, positive side out in "HF".
REYNOLDS	Address goals. How will we eliminate negatives?
BOWEN	Also expressed thanks to WEBB and BOYKIN.
HERMAN	Communication has to be two-way.
	A questionnaire will be made available to membership.

VIII. COMMUNITY LIAISON:

ZISKIND Reviewed our commitment to a concert at TRACKS for the P-Street Festival.

ZISKIND Moved to accept the engagement for Thursday, 8MAY. **CARRIED.**

ZISKIND Reviewed hotels for the GALA Festival.

BOWEN Moved that ZISKIND use the airline advance flight to scope out hotels at the site, and to confer with the travel agent and Republic Airlines. **CARRIED.**

ZISKIND We will take out an ad in the Gertrude Stein program.

IX. ADJOURNMENT:

SUMNER Moved to adjourn. **CARRIED.**

Meeting adjourned. 5:15 P.M.

W. F. RETTENMAIER, JR.
Secretary

NOTE: Next meeting is scheduled for 1:00 P.M.
Levine School of Music.
4 May 1986.